

B2B Lead Generation

Greenleaf Energy Solutions hired GRI to generate a steady pipeline of highly engaged leads.

GOAL

Generate a steady pipeline of highly qualified leads.

BACKGROUND & CAMPAIGN

Greenleaf Energy Solutions provides energy consulting and implementation services to municipalities, senior living centers and other businesses. Their services help their clients realize significant energy savings and go 'Green'. Prior to Covid-19, Greenleaf relied on trade shows to generate leads. Their average contract is \$150,000.

When Covid-19 hit, the trade shows halted and so did their lead generation. Since they did not have a marketing department, Greenleaf reached out to GRI to provide an alternative solution.

GRI initially performed a persona and market segment analysis to build the foundation for list compilation and creative assets.

Our approach was to utilize a multi-channel, multi-touch campaign which included email and LinkedIn.

First we developed content including case studies, eNewsletter template, online assets. Next we developed and executed awareness campaigns that encouraged prospects to read eNewsletters, register for webinars – geared towards the specific market segments.

RESULTS

In a 4 month period, GRI delivered a steady supply of highly-engaged leads.

Approximate spend in 4 months: \$30,000

Number of highly qualified leads: 20

Conversion-to-proposal: 10%
(10 proposals with average value of \$150,000 = \$1,500,000)

Closed sale conversion 50%: \$750,000

Return on Investment (ROI):
\$25 for each dollar spent.

ABOUT GRI

GRI is a growth agency that helps organizations improve their return on investment in acquiring, retaining, and cross-selling customers. Visit us online or call 203.261.3337 x 111

1 Enterprise Drive
Suite 415
Shelton, CT 06484

Tel: 203.261.3337
Fax: 203.261.1113

www.gridirect.com

GRI direct • GRI digital